

WHAT IS CLAIMED IS:

1. A method comprising:
reading a radio frequency identification (RFID) tag associated with a user, using an RFID sensor integrated with an information kiosk that has access to situational information;
accessing user information corresponding to the RFID tag;
5 generating an interface to the user based on the user information and the situational information; and
outputting the interface to the user using the information kiosk.
2. The method of claim 1 wherein accessing user information comprises
10 communicating with a Customer Relationship Management (CRM) system to obtain a user profile.
3. The method of claim 2 wherein communicating with the CRM backend system includes building the user profile by presenting a series of questions to the user via
15 the kiosk.
4. The method of claim 2 wherein the user profiles in the CRM backend system are uploaded from an attendee registration system.
- 20 5. The method of claim 1 wherein the situational information includes location information and event information and wherein generating the interface comprises building a user agenda providing directions and event descriptions that are customized to the user.
6. The method of claim 1 wherein outputting the interface comprises sending at
25 least a portion of the interface to a mobile device.
7. The method of claim 6 wherein the mobile device is a mobile phone.
8. The method of claim 6 wherein the mobile device is a personal digital
30 assistant (PDA).

9. The method of claim 1 wherein outputting the interface comprises outputting a voice-enabled user interface.

5 10. A system comprising:
an information kiosk including a display and having access to situational information and user-specific information; and
a radio frequency identification (RFID) sensor integrated with the information kiosk and operable to read an RFID tag associated with a user;
10 wherein the information kiosk is operable to identify the user based on reading the RFID tag, and is further operable to generate an interface customized to the user for presentation on the display, based on the situational information and the user-specific information.

15 11. The system of claim 10 wherein the display is a touch screen.

12. The system of claim 10 further comprising a customer relationship management (CRM) system operable to store the user-specific information.

20 13. The system of claim 12 wherein the CRM backend system includes user profiles.

14. The system of claim 13 wherein the user profiles are built by presenting a series of questions to the user via the kiosk.

25 15. The system of claim 13 wherein the user profiles in the CRM backend system are uploaded from an attendee registration system.

16. The system of claim 15 wherein the attendee registration system is
30 implemented as a web-based application that allows users to register electronically on an internet.

17. The system of claim 12 wherein the information kiosk is operable to communicate with the CRM backend system via a private exchange (PBX) switch.

5 18. The system of claim 17 wherein the information kiosk accesses the PBX switch in conjunction with accessing a contact information center (CIC).

19. The system of claim 17 wherein the information kiosk accesses the PBX switch in conjunction with accessing a voice portal operable to implement voice recognition.

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